



# PRESS RELEASE

**UNIQLO designs, manufactures, markets and sells casual wear that can be worn by anyone, any day**

## NEW HIGH STREET KENSINGTON STORE OPENS WITH "UT"

With the unprecedented success of UNIQLO's recent High Street Kensington pop-up store, a new 10,500 sq ft 2-floor emporium opens 24 May at 54-58 Kensington High Street, and coincides with the launch of "UT" (UNIQLO T-shirt).

Last year's 'pop-up' store was part of a strategic move by UNIQLO to test the brand in another prestigious London location. Customer reaction prompted significant investment in the new larger High Street Kensington store, making it one of the two largest in the UK, alongside their newly opened Reading store.

Famous the world over for high quality value-priced casual looks with a unique edge and functionality, the new store will feature 'UT'; a range of limited edition printed T-Shirts. With over 1,000 different designs by world-renowned artists, designers, photographers and musicians, such as: Terry Richardson, Nigel Scott, Osamu Tezuka, Nobuyoshi Araki, Kai Khüne and Solve Sundsbo, there are already waiting lists for the new Tees.

The UT advertising campaign, photographed by Terry Richardson, features recognisable personalities such as model Missy Rayder, actor Michael Pitt, musician Alison Mosshart, and Japanese photographer Keiichi Nitta as well as a group of New York-based up-and-coming artists and future visionaries wearing their favourite UNIQLO T-shirts. In order to find the rising creative talents featured in the campaign, UNIQLO embarked on a multi-media grassroots search that included canvassing the ultimate "self-expression destination" MySpace.

Other key pieces featuring in the Summer collection are UNIQLO's signature range of men's and women's 'Kaihara' denim jeans, including for the first time coloured skinny jeans and new wide-leg indigo jeans.

UNIQLO's second issue of their house magazine *Uniqlo Paper*, (Uniqlo Paper No. 2) will feature a 10-page excerpt from the UT Campaign shot by Terry Richardson.

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